

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

EXTENSION SERVICE

Review

OCTOBER 1951



In this issue—

	Page
Knowledge Needed for These Demanding Times	163
In Controlling Cotton Insects <i>K. K. Henness</i>	164
Best-Buys Program <i>Josephine B. Nelson</i>	165
Business and Extension Learn From Each Other	166
Technology—Today's Challenge	167
Grasslands Program Gathers Momentum <i>L. I. Jones</i>	168
Interest Runs High in Soil-Judging Tournament <i>Fred H. Schultz</i>	170
United Nations Marks Its Sixth Birthday ...	171
4-H Poultrymen at the Fair	172
4-H Forestry Lab de Luxe <i>Austin N. Lentz</i>	173

This Month

● Again the Nation needs all the scrap on American farms for steel production to meet mobilization needs. October 15 to November 15 are the dates for a concentrated drive to round up all the old machines and equipment rusting away in field or barn.

The Cover

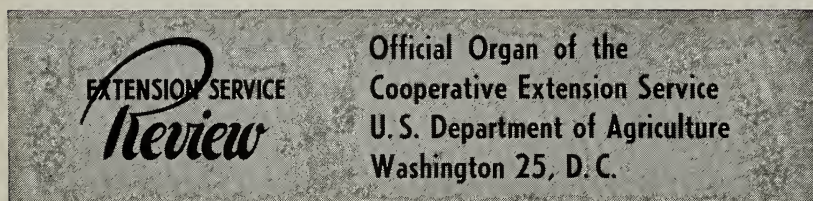
● The cover this month illustrates the job in reading done by a North Carolina mother with her three children. Being a home demonstration club member, she provided a good reading center in her remodeled home. As brought out in the Conference on Rural Reading held last month in Washington under the sponsorship of the Extension Service, the habit of reading is most often formed in childhood. The picture was taken by George W. Ackerman, formerly extension photographer.

Next Month

● "Foods Facts Festival" was the theme of a consumer-education meeting in Indiana which drew a large audience at the Purdue University summer agricultural conference. How visual aids, dramatization, role playing were used effectively and how many people and organizations worked together to do it is the meat of an article in the November issue.

● White birches by the New Hampshire wayside beckon the traveler as well as the native to a restful picnic ground, a labor of love from 4-H Club members of Coos County who, says County Club Agent George W. Wiesen, Jr., in an article next month, "by participating in this Heart H project have developed a sense of civic pride within themselves."

● The Conference on Rural Reading has come and gone. In preparation, a survey of extension work in stimulating more reading and in making reading facilities available in rural areas showed much activity and interest in this subject. Madge Reese has summarized the State reports and will write what she has found out for REVIEW readers.



VOL. 22

OCTOBER 1951

NO. 10

Prepared in the Division of Extension Information

LESTER A. SCHULP, *Chief*

CLARA BAILEY ACKERMAN, *Editor*

DOROTHY L. BIGELOW, *Associate Editor*

GERTRUDE L. POWER, *Art Editor*

Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (September 7, 1951). The REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

Knowledge Needed for These Demanding Times

Rural leaders, educators, librarians, extension workers, sociologists, book publishers, representatives of farm organizations, and interested individuals met last month under extension sponsorship to discuss the problems involved in stimulating more reading among rural people. This statement of the reason for their deliberations points up the problem and its urgency at this time. A further report of the conference will be given in a later issue.



RURAL AMERICANS, like all Americans, live in a demanding time. The patterns of their lives are changed almost from day to day by the quickened advance of science and by events in the farthest corners of the earth. These changes require them to be currently informed on a wide range of technical and economic affairs in order to conduct their own enterprises. They must help to make what are perhaps the gravest decisions any nation ever made, and on the most complex questions any nation ever faced. In a time of confusion and trouble, they feel the need to share both the understanding of the past and the new perceptions of persons here and abroad who see the future with fresh eyes.

There was never a time when it was more important that all Americans have a ready opportunity to learn to broaden their experience, to share new ideas. Our kind of democratic society can work only if the people who make it up have the means of keeping informed, of finding out the facts for themselves and making up their own minds.

This means that never before has the reading of books and journals been so important to the country. They give us the essential privilege of exploring and finding out for ourselves. They can afford us a solid background of knowledge; they help equip us for the dealing with the practical demands of our business; they set new views and ideas before us; they lay the whole thought of the world out where we



“Reading which stimulates an appreciation of spiritual and aesthetic values is perhaps the best insurance against the inroads of false ideologies,” said Carl R. Woodward, President of the University of Rhode Island, in his keynote address at the Conference on Rural Reading.

can get at it ourselves without having it selected for us; and, above all, they stimulate our thinking and intellectual judgment. The habit of using books and the practical freedom to do so are indispensable in American life.

It is in rural areas of the country that the problem of access to these resources is gravest. The Public Library Inquiry has shown how seriously inadequate is library service outside large cities. A shocking proportion of rural residents do not have access to any public library whatever. Of those who do, few indeed have access to a good library service that can really meet their

needs. Book stores, like libraries, cluster in cities, and few rural Americans have a real chance to choose books for personal buying. This situation makes difficult the full sharing of rural people in our cultural life and their most effective participation in public affairs.

The purpose of the Conference on Rural Reading called by the Extension Service of the U. S. Department of Agriculture was to explore this problem and the possible means of solving it. It is clear that its solution requires both means of encouraging interest in reading and means of making books realistically and conveniently accessible.

In Controlling Cotton Insects

K. K. HENNESS, Pinal County Agricultural Agent, Arizona

IN PINAL COUNTY, ARIZ., we are fitting the local insecticide industry into the over-all cotton insect-control program. This is paying off in better insect control and savings for some farmers who have previously been inclined to dust "just because their neighbor did," rather than upon a basis of insect populations in their fields.

With 200,000 bales of short-staple cotton produced from 112,000 acres, plus some 8,000 bales of American-Egyptian long-staple cotton from another 15,000 acres, Pinal County in 1950 ranked third in total cotton production among counties and contributed no small part to the average Arizona acre yield of 906 pounds of short-staple lint, three times the national average. The National Cotton Council credits Arizona growers with an average loss of only 1 percent of their crop because of insect damage, the low-

est of any of the cotton-growing States. It must be fairly said that we do not have the cotton boll weevil and, through quarantine, are not now bothered with the pink bollworm.

The basis of the Pinal County cotton insect-control program is the "insect count," made by sweeping the tops of 100 plants with a 15-inch bug net. If 6 to 8 injurious cotton "sucking insects" are found, it is time to dust. The accuracy of this method depends upon the training of the person making the sweepings.

Our insect-control program begins in December with a campaign to clean up ditch banks and fence rows and other weedy and grassy areas in order to destroy overwintering insects, sparked by neighborhood leaders. Next is the publication of an annual extension circular giving latest recommendations as

worked out by the Bureau of Entomology and Plant Quarantine and other workers, with copies distributed to all cotton growers.

Meetings of growers are held at which slides of insects are shown. The damage the insects do is discussed and control measures outlined.

Beginning early in the growing season, regular field inspections are made by workers of the county agricultural agent's office in 48 fields located in all parts of the cotton-growing area. The results of this weekly survey and our analysis of what is going on in the "bug world" are published in our farm column, "Along the Farm Front," by all four weekly newspapers serving the area. The results also are summarized in a broadcast each Friday evening over the one radio station in the county, KCKY-Coolidge-Casa Grande.

Dealers in dust and spray materials have men in the field counting insects and reporting to growers. As this work is only for a short period during the summer months, many of these men change from season to season, and the supervisor in charge has the annual job of training new workers. This season we thought we would take part of that chore off their hands. In the interest of better control we organized a demonstration for the purpose of helping these field workers learn the insects, both injurious and helpful, and the relationship between them.

We held one demonstration, on Saturday, June 30, with 58 representatives of 14 insecticide concerns meeting at our office at 6 o'clock in the morning. Dr. J. N. Roney, extension entomologist, spent the next 45 minutes showing them mounted insects and discussing the damage or help they do.

The group next proceeded to an early cottonfield, where the broad general aspects of the cotton insect-control program were discussed and where Dr. Roney illustrated the use of the bug net. Then everyone was given a row and asked to make 100 sweepings, holding his catch until it could be examined. Dr. Roney then took them in groups of five or

(Continued on page 173)



After making 100 sweepings, Dr. Roney inspected each net and identified the insects, both injurious and helpful.

Best-Buys Program Helps Consumers and Growers

JOSEPHINE B. NELSON, Assistant Extension Editor, University of Minnesota

MINNESOTA CONSUMERS in the Twin Cities area have been getting help on keeping their food budgets in line through the best-buys program of the University of Minnesota Agricultural Extension Service which last summer was in its eleventh year.

Originally the service was set up to keep consumers alerted to the good buys in Minnesota-grown fruits and vegetables from day to day and to give information on the time when local supplies would be plentiful and reasonably priced for canning and freezing.

Ralph Backstrom, former extension marketing specialist, and Robert Freeman, then Ramsey County agricultural agent, originators of the program, believed that Twin Cities women wanted to know what fresh foods were available and how they would fit the pocketbook. The interest shown by consumers during 11 years has proved how right they were.

A further objective of the program has been to assist market growers and retailers by moving produce and preventing gluts and resultant waste. With the program past the experimental stage, the market growers feel that the best-buys program is as valuable to them as to consumers.

Cooperation of two agencies this year has made possible the addition of a new feature—information about available shipped-in fruits and vegetables. A. N. Nelson, Federal-State market news reporter, assists the Minnesota Agricultural Extension Service in operating the program this year by compiling the report on home-grown fruits and vegetables as well as those that are shipped in.

Nelson is on the job at 5 a.m. at the Minneapolis municipal market,

where he talks to growers, looks over the fruits and vegetables, checks on supply and quality, and obtains price quotations from which he determines the best buys for the day and establishes the budget rating on the produce. At 6 o'clock he telephones the information to two Twin Cities radio stations which use the report on early morning programs. Next on his schedule is a trip to the wholesale fruit and vegetable market where he gets the same type of information on shipped-in fruits and vegetables. At 8 o'clock he telephones his report on home-grown and shipped-in produce to the Publications Office at University Farm, which in turn relays the information by phone to Twin Cities newspapers and radio stations.

That the information is in de-

mand by consumers is evident from the fact that Minneapolis and St. Paul afternoon papers and eight radio stations in the Twin Cities carry the daily best buys. At least three of the stations use the report on the air twice during the day.

The program has been given added punch with stories sent out by the publications office giving peak dates for various fruits and vegetables with canning, freezing, and other utilization tips. When crops have been damaged and supplies are short, the housewife is given information on the most advantageous time for canning and freezing of products that are in limited supply.

Television and radio shows frequently highlight best buys of the day, thus making the homemaker

(Continued on page 172)



Each morning A. N. Nelson, Federal-State market news reporter, looks over the stalls in the Municipal Market.



FORTY HOME DEMONSTRATION

AGENTS of northern California are enthusiastic about what they learned at the Clothing-Marketing Conference and Tour held in the San Francisco area August 22 to 24. At sessions on the campus of the University of California at Berkeley, in retail stores, and in factories, they met with representatives of garment factories, textile manufacturers, retail stores, dry cleaners, and fashion magazines. A similar Extension conference and tour had been held previously at Los Angeles for the home demonstration agents of southern California.

In the opening talk at the Berkeley conference Dr. Jules LaBarthe, Jr., senior fellow, Mellon Institute of Industrial Research, Pittsburgh, Pa., described recent developments in standards and labels for clothing. He pointed out common goals of retailers and customers. Performance standards for fabrics will assist the customer when buying and also cut down the returning of goods to the stores.

Dr. LaBarthe discussed the performance standards for rayons which had recently been worked out by the American Standards Association, which will give guaranteed performance qualities of rayon fabrics in garments and household goods marketed under these standards. These are voluntary standards. Now, for example, if a buyer wishes to order a line of ladies' rayon dresses intended for sportswear, requiring rather rigorous washing and considerable sun exposure, he can specify in his order the American Standard designation for sportswear fabrics.

Business and Extension Learn From Each Other

Another feature which is particularly appealing to customers, dry cleaners, and laundries is the permanent sewn-in label. This label will clearly indicate by the color of the lettering how the garment is to be cleaned. Green is for washable; yellow for hand-washable; and red for dry-cleanable only. Men and boys will benefit as well as women and girls because specifications have been made for 51 different types of clothing and household goods.

For the tours, the group was divided into four so that each group would be small enough to observe operations in the factory and to ask questions. Each small group visited three factories—one suit and coat, one dress, and one casual sportswear. It was also arranged that each small group should see expensive, moderate-priced, and low-priced clothes in production. A designer explained operations in one, a production manager in another, and a promotion head in another. It became clear that a designer must be a realistic manager to design garments which can be made in volume. Production rooms were a study in time and motion management.

The host retail store had a sign out, "Welcome California Home Advisers!" and had invited in the editor of the San Francisco and Oakland Shopping News to show fall styles

and fabrics. The general superintendent of the store listed seven shopping habits about which consumers need education. These habits add expense to store operation and thereby raise prices for consumers. The Better Business Bureau was on hand to explain their services and to advise, "Do your shopping before you buy—not after!" Their slogan, "Investigate before you invest," is well worth remembering.

On the Berkeley campus a designer, who has worked in both high and low price lines, was available to clear up questions resulting from the tours. He explained that

(Continued on page 175)

Director Coke writes:

"The roles of both education and business are parallel in serving the best interests of the public. The aim of both should be to improve the economic standard. The result of the conference has been that teacher and businessman have learned much from each other.

"Particularly in these days of high prices, the best a dollar can buy is an important factor of everyday living. Extension Service conferences, such as this, are of invaluable aid to the home adviser in answering the widely diversified questions brought to her every day by California's homemakers."

YOU will be the leaders of tomorrow. Your responsibility will be greater than that of the leaders of 100 years ago, or even today. You live in a world more complex than a score of years ago and far more than a century ago. If our leaders of today choose to use atomic energy constructively to lift the total social structure one shelf higher, your task will be greater because the coming of atomic energy, like the coming of the airplane, communication, transportation, and the application of science to industry, calls for new knowledge, new skills, and a change in attitudes if it is to be harnessed and made to serve society. If they choose to use it destructively, then those of you who survive will have to rebuild civilization. Your tasks will be all the more stupendous because of the degree of civilization we have now attained.

To point you up for this great task of leadership I want you to remember and prepare to do just three things:

First, get a sound education such as will enable you to think clearly and to act independently in the interest of the masses who grope about in the dark at the mercy of too often unscrupulous leadership. Put all that you have into getting an education; attend the very best college there is to attain it. Don't go off "half cocked" when making a decision. Drink deep from the cup of knowledge, and learn to fortify yourself with real facts that will enable you to make wise decisions. Corrupt tendencies that tend to sweep the country today are the product of shallow education and unprincipled leadership. Many of the attitudes we in this country take on many of our social, economic, and judicial problems conclusively prove that we are stupid—that we still put reasoning behind our feelings.

The greatest problem incumbent upon present-day leadership is to help you young people—leaders of tomorrow—realize what are the good things of life, what have been the things that have made America great, and what will help to keep it great.

In the second place, young leaders must grow into Christian lead-

Technology—Today's Challenge

J. P. Otis, president of Alcorn A. and M. College, Alcorn, Miss., put so much good sense and sound philosophy into his talk to the delegates attending the Negro Regional 4-H Camp in Pine Bluff, Ark., last August that the REVIEW requested permission to highlight some of his main points for wider use among young leaders.

ership with the courage to battle the evils of the day until they fall like the walls of Jericho. We all know that there is a very real threat of communism within our ranks. This threat is largely the product of poor leadership and the failure of democracy to function. In many cases communism stems from dissatisfactions resulting from injustices, discrimination, and from political frustration. However, to turn from an imperfect democracy to communism is like cutting one's nose off to spite his face. With all its imperfections, American democracy holds freedoms for the most underprivileged that top-ranking communists wouldn't dare to exercise. This is not said to sanction the imperfections in our democracy but rather to set our thinking straight on the issue. You must go right on fighting racial discrimination, injustices in the court, inequalities in education, and for the right to vote.

Whether we call the world good or evil, it is within our power to make it better. Man is capable if he will but exercise the required courage, intelligence, and effort of shaping his own fate. The patient and experimental study of nature, bearing fruit in inventions which control nature and subdue her forces to social uses, is the method by which progress is made. Technology is the means to progress. We must find a way to make it work to the advantage of society.

My third rule is: Be loyal to America. It's your country. Learn to read the signs of time and to evaluate the meaning of them with accuracy. If you will do these three things, you will be prepared to inherit the greater leadership responsibilities which will be yours tomorrow.



President J. R. Otis of Alcorn College, Alcorn, Miss., is greeted by Associate Director Aubrey Gates of Arkansas and a group of the delegates to the regional 4-H Club camp.



In front of the Arkansas Capitol a few of the 124 Negro 4-H Club members tell Secretary of State C. G. Hull about their regional camp.

GRASSLANDS programs have been in the extension picture for a long time, but recent reports from 42 States show considerable added momentum for this method of meeting some of the agricultural problems facing the Nation today.

They operate under a great many names—many of them descriptive and colorful such as “Green Pastures” in New England; “Blanket of Green” in Arkansas and South Carolina; “Grassland Farming” in Wisconsin, Kansas, Pennsylvania, and Montana; “Green Acres” in New York, and “Greener Hills” in West Virginia.

Most of the agricultural agencies operating in the States are now working together on a grasslands program. This takes many forms. In Iowa a committee of extension and experiment station staff members meet regularly to develop programs on forage-crop production, harvesting, and utilization. In Maryland six regional meetings were held with vocational agriculture and veterans’ teachers. Judging contests were developed with teachers to study forage programs on selected farms.

Tours by Airplane

Special air conservation tours, developed with the Soil Conservation Service, have attracted considerable interest in Minnesota. In Montana all available publications were inventoried and recommendations for additional publications and research made. Three Missouri livestock-pasture conferences were supported by agricultural agencies, vocational agriculture teachers, bankers’ associations, and farmers’ organizations. Production and Marketing Administration county committees in Missouri encouraged the use of their funds for pasture improvement. One hundred and twelve county-wide balanced farm meetings featured pasture discussions in the same State.

In Idaho all agencies combined in putting on 3 district conferences on grassland agriculture. A luncheon meeting with the Cattlemen’s Association, Wool Growers’ Association, Dairymen’s Association, and Idaho Power Company carried the

GRASSLANDS PROGRAM

Gathers Momentum

L. I. JONES,

Extension Program Coordinator for Grasslands

message to many other interested people. In Mississippi a State committee representing all agricultural agencies recommended to county coordinating councils that a grassland program be set up to fit each county. Each of the 82 counties are now working on such a program. Some have already published bulletins and charts. In Alabama 9 counties have published pasture circulars, and 26 more counties have one in preparation.

Business Leaders Give Support

Enthusiastic support has come from business and industrial leaders, both in the State program and in local activities. These leaders are fast recognizing the need and seeing the place of grasslands in building up agricultural resources and at the same time the Nation’s resources. They support many activities such as the State-wide speaking contest sponsored by the North Carolina Bankers Association or the special grasslands issue of the “Ohio Farmer.” In fact, Ohio will soon hold schools for commercial organizations interested in financial and other support of the grasslands program. In Wisconsin, the bankers are lending money to increase grass production. In Texas, banker-farmer clinics are planned and a community range- and pasture-improvement contest is sponsored by a radio station and a newspaper. In Minnesota grasslands tours are sponsored in cooperation with a commercial firm. These are examples of the different types of cooperation reported.

In many States research activity has been stepped up and definite recommendations made as to re-

search needed. In Vermont the “Green Pastures” program speeded up adaptation of research work to grassland improvement. In California test plots have been established for range program involving determination of fertilizer needs, methods of improving plant nutrient situation, and the adaptability of species.

Results can be tallied in a very tangible way. Two million acres of improved pasture in Alabama and a similar acreage in Mississippi, more than 2½ million South Carolina acres in grassland crops, and 1 million acres of Florida pasture have been developed. In Oregon 109,900 acres in Ladino clover, 296,000 acres of cutover lands were seeded, and one county reports that income from livestock increased from 5 million dollars a few years ago to 25 million dollars last year as a result of good grassland farming.

Farmers Are Posture-Conscious

There are also results harder to evaluate. North Carolina extension workers feel that farmers are more “pasture conscious”; the New York report mentions an increased awareness on the part of the average farmer and agricultural agencies. The Illinois report speaks of State-wide interest in pasture and forage production and in their more efficient use. Interest throughout Virginia is growing by leaps and bounds so that it is difficult to keep up with the demand for assistance.

These results were obtained by using the well-tried extension methods, meetings, tours, popular leaflets, contests, and exhibits, to mention a few. North Dakota set up a



Demonstrations, tours and field meetings are the core of the grasslands program with many thousands of farmers attending.



Agents have been increasing the time spent in various phases of the grasslands program for the past decade as shown in the above chart.

steering committee which helped to set up county programs and arrange county round-ups. Louisiana expanded the pasture work with

tours and field days and a series of publications. Pennsylvania reported 30,000 attendance at 5 regional field days.

Among the contests might be mentioned West Virginia's "Greener Hills Contest" with its vigorous program for increased production of meat and milk, more fertile soils and better living.

To "Keep Tennessee Green" 147 county meetings were held and 1,536 community meetings with 63,229 persons in attendance. These were supported by 946 news stories, 306 radio talks, 132 newspaper ads, and 97 exhibits. A traveling exhibit built around the theme, "Grass and People," got results in Montana. A training program for agents in soil conservation and grassland farming was set up in Minnesota and 10 assistant county agents added to emphasize more conservation practices on the farm.

Organized farmers carry the responsibility in Kentucky with awards offered for winners in local, county, and district contests. More than 700 are enrolled this year. California has already laid plans for a series of combined county livestock, range improvement, and irrigated pasture tours in 1952. Nebraska has called in a committee of county agents to help set up a coordinated extension program in the field.

Grasslands—A National Program

Improvement of the Nation's grassland as a basis for balanced livestock farming, sustained abundance, and good nutrition is the goal of the national grassland program sponsored by the Department of Agriculture and the Association of Land-Grant Colleges and Universities. A program steering committee with representatives from the State Extension Services, the experiment stations, and the U. S. Department of Agriculture has developed national program suggestions. In addition, a departmental grassland committee and an advisory committee of commercial organizations and scientific societies are giving full support to State and local activities. The problem of mobilization has speeded up activity and resulted in a coordinated National program which is producing results.

Interest Runs High in Soil-Judging Tournament

FRED H. SCHULTZ, Nebraska Dairy Marketing Specialist, formerly
County Agricultural Agent, Sherman County, Nebr.

TUESDAY, October 24, 1950, was a beautiful, clear, crisp day.

Central Nebraska folks turned out to watch 300 contestants try their talents in Nebraska's first Mid-State Golf Soil-Judging Tournament, held at Loup City in Sherman County. Each player jotted down his soils knowledge of the various soil profiles and handed them to his group leader, the soil caddy. Periodically the liaison officer would pick up the score papers and take them to the clubhouse for tabulation.

For many years I had watched the agronomy people develop new crop varieties; the animal husbandry people make long strides in new feeds and feeding and in improved livestock types; the engineers develop outstanding machines to improve the farming conditions and put a better product on the

market. But one thing seemed to lag in this parade of progress, and that was an understanding of the soil. We can go down the road in almost any section of the country and see one farm right after another that has gone down hill and isn't nearly as good as when Granddad had it many years ago. True, production is quite high as yet, but much of it is due to selected crop varieties, improved livestock, and better machinery, which contribute to the tendency to offset the loss of our soils. It is difficult to realize how little farm people know about their soils. Yet our soil is the most basic item in any of our agricultural enterprises.

When reading about the land-judging contests in Oklahoma in the Extension Service Review for July 1950, I fell to wondering how

this idea could be adapted to the problem of getting more people in Nebraska soil-conscious. An idea began to form, and I rushed over to talk it over with Stanley Roy, headman of the Sherman County Soil Conservation District, who manages winning ball teams in his spare time. He was quick to spot the possibilities in this new scoring play, and so we both sat that whole morning plotting the particulars of the Golf Soil-Judging Tournament.

The next step was to get the opinion and cooperation of other people. The members of the County Soil Conservation District Board were the first to hear about the plans at their regular meeting the following night. These men took to the idea; and so did Evan Hartman, unit supervisor, and Bill Bryan, an outstanding soil scientist, both from the Soil Conservation Service who were at the meeting that night.

The county fairgrounds were selected as headquarters for this golf soil-judging tournament. The grounds had numerous facilities for handling large crowds. Either the large grandstand or the sales pavilion could be used for grouping the contestants as they received a soil-type demonstration and pre-tournament instructions. These buildings were all wired with elec-



4-H contestants, Park Nelson, Charles Roy, and Wilbur Heil, get the feel of the soil texture.



Sixteen people were kept busy in grading, recording, and tabulating the scores of the 300 contestants.

tricity which could be used to operate various electric tabulating machines. The sales pavilion was even better because it could be easily heated in case the weather proved uncooperative.

The next question was where could we go to get enough soil types, close enough together so that transportation would not become a serious problem. Bryan, Stan and I spent a full day and a half spotting possible soil types close enough together so that the contestants could easily walk from one hole to another. There are about 75 different soil types in Sherman County. However, the ideal situation never quite materialized, and the soil types were grouped in two general areas. One group of four soil profiles was located on the fairgrounds; and the other, across the Middle Loup River, had 12 holes in an area which covered some valley and upland ground.

The Loup City implement dealer heard about the contest and climbed into the cab of one of the big trucks to help transport the contestants from one location to the other. One of the Soil Conservation District Board members furnished another truck, and between the two we had all the transportation we needed for the contest. A shuttle system was worked out, and the trucks were full coming and going.

A score card developed in Missouri gave us a pattern with changes to make it fit Nebraska conditions. Each hole was to be graded on a multiple-choice basis. The contestant first put in the number of the hole to be judged and his own contestant number, then crossed out the proper number as it fitted this particular soil profile. When each was graded he tore off the small check sheet and gave it to the caddy.

Each hole was large enough for 20 to 30 contestants to easily see the profile. Ten minutes seemed to be ample time for all to grade each hole; actually, 12 to 15 minutes were allowed before the group moved on to the next hole. The caddy was in charge of the group, kept time, and collected check sheets which

were turned over to a liaison officer. This officer moved constantly from group to group and back to the clubhouse.

A large force of graders and tabulators equipped with official placings and adding machines went to work immediately after the first scored papers came in. The 300 contestants turned in about 4,000 scored papers to be graded and tabulated. The last paper was turned in at 2 p.m., and 2 hours later the entire tournament had been tabulated and the winners announced.

Bill Bryan, the soil scientist from Kearney, who had attended the

first planning meeting, gave a critique and official placing on each soil profile. This follow-up is one of the most important items in the whole tournament. It is the climax of the whole educational program.

The tournament was something new and interesting. Every radio station had it on the air. Cal Orr, of the university publicity department, was busy taking pictures, making up 45 minutes of tape recording, and getting the facts for press stories.

Considerable advance preparation was made for the event. The holes were dug the day before and a flag mounted in each hole in typical golf-course fashion. These holes were dug through the subsoil and one side sloped to permit contestants to easily see the profile.

Invitations were sent a week in advance to county agents, vocational agriculture teachers, and veteran training instructors in all the neighboring counties. Twelve counties were actually represented in the contest.



United Nations Marks Its Sixth Birthday

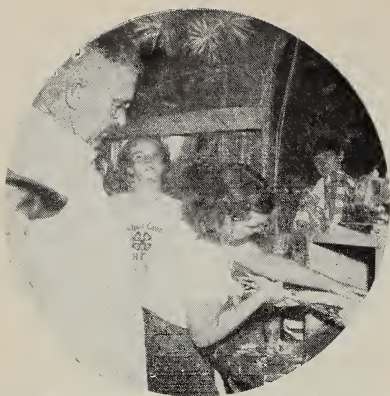
For the United Nations Major N. B. Banerjee commands on Indian ambulance unit in Korea and represents one of the nations working with us for peace and freedom throughout the world. Extension workers, as well as representatives of hundreds of other organizations in the United States, are using October 24, United Nations Day, to encourage a better understanding of the goals and accomplishments of this international organization since the United Nations Charter went into effect October 24, 1945.

● DORA DEE CALHOUN WALKER ("Mother Walker"), 93, of Appleton, Allendale County, S. C., one of the earliest home demonstration agents, died at a Columbia hospital, May 26. She entered home demonstration work before the passage of the Smith-Lever Act and retired in 1946. She is credited with organizing the first home demonstration club for farm women in Bethel community of Sumter County. When the Cooperative Extension Service was set up she was named assistant State home demonstration agent for South Carolina.

Her devotion to improving the lot of rural women of her State and her loyalty to them made her dearly beloved both by her associates in the Service and the rural women with whom she worked. Several years ago the REVIEW ran a biographical sketch of "Mother Walker," and frequently letters would come into the editorial office saying "I called on 'Mother Walker' this week. Her spirit is wonderful, an inspiration to all who talk to her."

4-H Poultrymen

at the Fair



Russell Underwood, marketing specialist, looks on while Margery Porter uses the picking machine at Cheshire Fair, Keene, N. H.

CHESHIRE FAIR in Keene, N. H., discontinued holding a poultry show a few years ago because exhibitors failed to isolate birds shown after they returned from the fair. Result: Several outbreaks of contagious poultry diseases.

Visitors to the fair kept asking where the poultry show was. To provide a small showing without the danger of spreading disease, the 4-H Club department tried a new stunt at the 1951 fair. For several years 4-H Club members have participated in the State Chicken of Tomorrow Contest. This year about 100 boys and girls in the area served by Cheshire Fair were in this or a contest sponsored by the Fitchburg Cooperative. After the contest, successful growers had around 15 roasters on their hands to dispose of. At a field day held in Cheshire County a few weeks before the fair, some were trained to completely prepare birds for the market or the freezer. Then the fair offered club members a chance to exhibit not more than 2 roasters each with the provision that they must dress them off the last day of the fair and take them home or sell them. Russell Underwood, marketing specialist, judged the birds before and after dressing, and the complete score was used as a basis of awards. He also brought with him cones, sticking knives, a semi-scald tank, and a small picker. He supervised the job as the members took over. Most of the birds were sold that evening New York dressed, and the young owners went home with the

money and the knowledge of how to prepare chicken for retail trade.

For 3 years now Cheshire County 4-H Club members have had instruction in this important process in good marketing as a supplement to the Chicken of Tomorrow Contest. Results: Several members have increased their roaster-raising business and built up a retail business among the summer visitors or neighbors. Richard Warren, extension poultryman, started the program the first year at the field day and was assisted by Archie Coll, a Jaffrey poultryman.

Another Cheshire County poultry project that also involves a dressing school each year is the Rotary-sponsored capon project. Ten Rotarians give 10 club members 25 male chicks and pay for the caponizing. At the Rotary meeting just before Thanksgiving the sponsors invite the club members to the Keene Rotary meeting at which time a dressed capon ready for the oven is presented to each sponsor. Because of the training the members receive, most of the remaining capons are retailed by the club members.

Learning Fire-Prevention Techniques

WORK of North Dakota 4-H members in preventing fires on farms and in rural homes was recognized in a special ceremony in Fargo honoring two 4-H members for achievements in fire prevention.

Arvis Westlind of Cando and Donald Nelson of Mayville were selected to receive the recognition for the State's 14,000 club members, reports John J. Zaylskie, State extension forester and safety agent. Last year, he says, 5,299 individual 4-H members reported work actually done in their homes and on their farms to prevent fires.

Miss Westlind has been a 4-H member of the Wild Rose Club for 6 years. Donald Nelson is a member of the Goose River 4-H Livestock Club and has been a 4-H member 8 years.

Fire prevention activities engaged in by 4-H members include location and correction of all kinds of fire hazards. Educational programs of the Extension Service are teaching the young farm folks to be on the lookout for defective home heating and cooking systems, electric wir-

ing, careless use of matches and smoking, and to clean up trash and other materials which might catch fire easily.

Best-Buys Program

(Continued from page 165)

still more aware of the program. A weekly radio show, the Homemakers' Quarter Hour on the University Station KUOM, features Mrs. Eleanor Loomis, extension consumer marketing agent, as guest with a discussion of best buys—how to market for them and how to use them.

Ease with which the homemaker picks up the daily best-buys information is perhaps one of the reasons for the effectiveness of the program. She has only to tune in to any of eight radio stations at a specific time during the day to pick the report off the air. Or she can wait for her afternoon paper, where she finds the information.

4-H Forestry Lab de Luxe

AUSTIN N. LENTZ, Extension Specialist in Farm Forestry, New Jersey

THEY learn how to manage woodland by doing. Lucky 4-H'ers they are, those boys and girls from Jackson Township, Ocean County, N. J. Just listen—140 acres of pine and oak forest in which to romp, work, and study.

The Board of Education of Jackson Township owns the 140 acres of woodland. There were no plans for management until Ocean County 4-H Club Agent Arnett L. Kidd, "Cap" Kidd to all 4-H'ers who know him, proposed the idea of letting the Van Hiseville 4-H Club take over.

Here's what happened. Mrs. Lucy Holman, Van Hiseville school principal, aided by 3 staff members, organized the clubs. The forestry club has 58 members under the guidance of Lindsey Leming. Their aim is to manage the cutting of the woodland, harvest a crop of wood, and protect the area from fire in general, build up the productivity of the forest.

The nature clubs, led by Mrs. Martha Hurley and Mrs. Esther

Van Hise, have 68 members. They specialize in general nature study—developing nature trails, picnic and swimming areas, and providing bird sanctuaries.

In 1948 the older boys making up the forestry club laid out plots 40 feet wide and 100 feet long. Each club member surveyed his own block, set his corners, and painted his name on a sign staking his claim. Today one-tenth of the entire forest has been improved.

Forest improvement to this club meant thinning, removing cull trees, pruning pine, and planting in open areas. Those boys have the "know how" when they go home to Dad's wood lot, for they have had practical experience.

The boys and girls in the nature clubs were not husky enough to wrestle trees, but they gave a good account of themselves by conditioning 2½ miles of nature trail for hikes. In addition, they worked with the forestry club in planting trees. They made a 4-H picnic ground, built bird houses, and

also developed a bird sanctuary.

Every Thursday afternoon through fall, winter, and spring you will find club members meeting to carry on their special projects. The 4-H forestry laboratory idea is spreading to other parts of the county.

This program has been a success, thanks to a farsighted principal and her staff, a generous and wise board of education, but most of all because of a group of serious-minded, hard-working 4-H'ers who believe that only practice makes perfect and only by doing do you learn.

In Controlling Cotton Insects

(Continued from page 164)

six. He examined every net, explaining the work of each insect, injurious or helpful, as it appeared in his examination. The demonstration was well received, and it was decided to hold another later in the season.

How effective was this part of our program? That is hard to measure. Our field counts showed the lowest average for the time of year and stage of cotton growths that we can recall. So far we have heard of no cases where some new worker identified a predator or helpful insect as an injurious one, as has happened in other years.

Often we meet these workers for commercial concerns in the field and consult with them, and usually our counts and theirs are about the same. Many call at our office for help in problems which their limited training has not equipped them to solve. We feel that by working these men into our program the end result will be a better job of insect control, less dusting when it is not necessary, and higher yields of good quality cotton.

● Twelve copies of *The United States of America, Its People and Its Homes* are being sent overseas by the home demonstration clubs of Jefferson County, Ark.



4-H members prune pine trees for better saw timber in Ocean City, N. J.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

New Life in Old Pastures

We usually think of renovation as a springtime chore. But right now is the time to begin renovating pastures. Pasture renovation simply means converting an unimproved pasture to an improved one without growing an intervening cultivated crop. Fall is the time to start—with manure, lime, and disk harrow. Next spring will be the time to fertilize, double disk and reseed.

Renovation pays. On rough land in southwestern Iowa a renovated pasture of birdsfoot trefoil and Kentucky bluegrass produced 213 pounds of beef per acre as compared with only 97 pounds from unimproved pasture. The extra 116 pounds of beef cost only \$5. Renovating worn-out pasture land at State College, Pa., boosted the yield from less than 1,000 pounds of dry matter per acre to more than 6,000 pounds—the equivalent of 87 bushels of corn per acre. Renovation definitely pays.

Key to Corn Leaf Blight Found

Resistant inbred lines hold the answer to the 50-year threat of leaf blight in corn, say our corn specialists. This disease shows up every year, and infection spreads rapidly if the weather is wet during much of August. The lower leaves turn yellow as though damaged by drought or frost, and the stalks may be weakened and weight of grain reduced. Losses in forage may go as high as 30 percent. No commercial hybrids now have resistance to leaf blight.

Experiments at Beltsville, begun in 1942, show that resistance to the disease is inherited and can be incorporated into new lines. Furthermore, resistance has been found in breeding material from several States. The next step is to combine

this resistance with other good characters and originate new lines.

Hard To Believe—But True

I want to pass along one of the most dramatic success stories to come out of agricultural research.

The horn fly, as most people know, is a blood-sucking pest that bothers cattle. Horn flies are bad during the warmer seasons all over the United States. Our entomologists knew these pests were important, but they didn't know how costly they were until 1945 when cooperative experiments were begun to find out if it would pay to control them.

It didn't take long to find out. Cattle sprayed with 3 cents worth of insecticides gained an additional half pound a day. Dairy cows gave 10 to 20 percent more milk.

A report was sent in to our Bureau of Entomology and Plant Quarantine. The Bureau's information division took over from there and, with the cooperation of the farm press, radio, extension editors,

and others, lost no time in getting the information to the livestock people. A survey by extension workers in the fall of 1948 and 1949 showed that more than one-third of the cattle in this country were being protected from horn flies.

From these experiments entomologists estimate that horn flies cost no less than 100 million dollars annually during a heavy season. On this basis, the value of milk and meat production has been increased 33 1/3 million dollars. This experiment cost the Department less than \$5,000 and has resulted in one of the greatest changes in livestock management in modern agriculture. All this took less than 3 years.

This story points up two important facts: (1) Sometimes a seemingly simple piece of research pays for itself a thousandfold, and (2) the research job is completed only when its results are put into the hands of those who can use them and in words they can understand.



Business and Extension

(Continued from page 166)

some designs never reach the store because they are too expensive in material or workmanship for the factory to sell at its established prices.

Retailers were as much interested in the dry cleaner's presentation as were the home agents. Through an exhibit of garments from his own plant, as well as from other plants, he explained why some types of clothing were unserviceable. Many belts will not go through cleaning because of imitation-leather backing. On the other hand, customers can avoid some catastrophes by telling more about stains—coffee and other beverage stains should be pointed out to the dry cleaner by the customer. Such stains often show up only after dry cleaning and must be removed while fresh.

A new spot-resistant finish was a high light of the textile exhibit from the fabric talk. The editor of a fashion magazine described methods of analyzing the interests and needs of its readers.

The techniques of the clothing specialists, Ethelwyn Dodson and Frances Reis, in planning and carrying out this conference are of special interest because they contributed to its success.

1. They made personal contacts with each program participant in advance, to explain the work of the home demonstration agents and to explain the purpose and plan of the conference.

2. They gave the home demonstration agents questions to think about and points to look for when visiting the factories and stores.

3. A leader was appointed for each of the four tour groups and was given an advance description of the plans and procedures.

4. A home demonstration agent reporter was assigned to each session. A report is being sent to each person attending.

5. The college clothing staff, the vocational homemaking department, the 4-H Club staff, and the extension supervisory staff advised during the planning and participated in the conference.

6. At the end of the meeting, the

home demonstration agents evaluated the conference and discussed the ways in which it would affect their program.

At the close of the conference, agents were asking: Does a home demonstration agent need a manufacturing center or large retail store to conduct a similar conference and tour for her clothing leaders? The agents do not think so. They believe she has stores with stockrooms, dry cleaners, laundries, and other facilities in her own county. She can use slides to show manufacturing and testing operations. No, she doesn't need the same kind of facilities, but she does need the same kind of plan.

How will the agents profit by what they learned at the confer-

ence? One said: "Now I have current information on textiles to use in my clothing program, some good techniques employed by the clothing specialists, as well as by the business people, and ideas on developing better public relations in my job."

As one new agent at the San Francisco conference put it, "I haven't asked retailers for help because I haven't known how. Seeing the methods of seeking help has shown me how to go about it."

Perhaps the keynote of the conference was expressed in the comment of another home agent, "Clothing is a way of life for the people of the manufacturing world, for us, and for families. We have a common interest."

Rural Ministers and Extension Work Together

FOR TWENTY-THREE CONSECUTIVE YEARS the Virginia Summer School for Rural Ministers has focused on the rapid changes which are taking place in rural life and the relationship of the church and religion to the individual, the farm family, and the rural community in this shifting situation. More than 2,000 have taken part in the classes, and those who have attended one or more sessions insist that "this consistent program is making an indelible impression on the rural church situation in Virginia," reports B. L. Hummel, extension sociologist.

The school is sponsored by the Virginia Council of Churches and the Rural Sociology Department of the Virginia Agricultural Extension Service. This year the 105 persons enrolled represented 11 different denominations and came from 44 counties distributed from one end of the State to another.

All 11 of the denominations represented gave cash scholarships to enable the ministers to attend. In addition, Ruritan Clubs, Granges, Farm Bureaus, cooperatives, county ministerial associations, and com-

munity clubs provided scholarships for rural ministers and their wives. This cooperation is one of the great sources of strength for the school.

In addition to this short 1-week session at Virginia Polytechnic Institute in Blacksburg, there are 1-day sessions held in counties throughout the State during the year. These are called county rural life institutes. They bring together the ministers of a county with the various public agencies in the county, including agricultural, public health, public welfare, and the county school superintendent. In this way they get acquainted and exchange ideas about programs and county problems with the ministers.

"Strong, well-trained leadership is a necessary requirement if the church assumes the right position in rural affairs," asserts Mr. Hummel. "These State and county activities with rural ministers serve this purpose, and they also serve to build relationships between the Extension Service and the church leadership, which can help in getting extension information to families and motivating them to use the Extension Service."

LET'S BE READY!



NATIONAL 4-H CLUB ACHIEVEMENT WEEK

November 3-11, 1951

It will recognize and honor the accomplishments of the 2 million 4-H Club members who are finishing a year's effort toward their goals. Sharing in the honors are the 275,000 voluntary local leaders of 4-H Clubs. Nearly all 4-H records were surpassed in this first year of the national 4-H defense program.